

SYSTEM AND METHOD FOR NETWORK BASED MARKETING

Abstract

A system and method for network based marketing is presented. A server computer
5 resides on a network and maintains a dynamically populated database of clients, patients,
colleagues, and other recipients. A service provider authors or selects a communiqué to be
sent to a set of recipients and submits to the server the communiqué and criteria defining the
set of recipients. A service provider authors or selects a communiqué to be sent to a set of
recipients and submits to the server the communiqué and criteria defining the set of
10 recipients. The server receives the communiqué and the criteria, filters the database to
determine the list of recipients, personalizes the communiqué for each of the recipients in the
list and then delivers the personalized communiqué to each recipient, using the network as
the delivery medium.